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ABSTRACT

A study investigated whether political interest was a factor in differences in political knowledge between television and newspaper reliant individuals. Data were collected through 353 hour-long interviews with adults in a midwestern city. Subjects supplied information about their media use and preferences, political preferences, education level, and age. Data analysis revealed a number of findings, including the following: (1) newspaper reliant persons held more political knowledge than did their television reliant counterparts; (2) individuals with high political interest, regardless of the media they relied upon, read more public affairs magazines and were stronger political partisans than were their low interest counterparts; (3) television reliant individuals with high political interest showed greater political knowledge than did low interest individuals, regardless of media reliance; and (4) individuals with similar levels of political interests revealed comparable levels of political knowledge. The findings suggest that some of the differences between television and newspaper reliant persons might be attributed to differing levels of political interest rather than to the "good" or "bad" effects of the medium. (An appendix contains definitions of terms used in the study.) (FL)

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THOSE WHO WANT, GET:

THE IMPACT ON POLITICAL KNOWLEDGE OF MEDIA RELIANCE UNDER CONDITIONS OF POLITICAL INTEREST

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Researchers have long hypothesized that exposure to the news media affects the public. Lazarsfeld and Merton (1971) spoke of the "narcotizing" effect of exposure to the news media. Lang and Lang (1959) speculated that "politics as drama" would lead to distrust of the political system.

Very often the center of the attention was the form and content differences between newspapers and television. Different media had different constraints and, hence, exposure to them would have different effects on their audiences. Simple exposure effects have given way to hypotheses of more complex exposure patterns. Today, dependency studies often forecast the dysfunction of the media's presentation of information in general and television in particular. Various studies have presented data showing newspaper dependent persons to be more knowledgeable (Becker, Sobowale and Casey 1979; Becker and Fruit 1979; Becker and Whitney 1980; McLeod, Luetscher and McDonald 1980), to have more trust in the political system (Miller, Goldenberg and Erbring 1979; Becker, Sobowale and Casey 1979; Becker and Fruit 1979; Becker and Whitney 1980), and to feel more politically efficacious (Robinson 1976; Becker and Fruit 1979; Miller, Goldenberg and Erbring 1979; Miller and Reese 1980).

Information Holding Effects

Patterson and McClure (1976) concluded that television was a much less effective transmitter of information than were newspapers. In their book they claim that television's "videocentric" portrayals of news and events are artifically packaged into segments that do not stimulate audience attention to or retention of the presented information. Although pictures may have a powerful effect when they capture certain highly dramatic events such as an assassination attempt, Patterson and McClure argue less dramatic messages such as campaign issues are not equally well handled through pictures. They concluded

that "network coverage of a campaign's issues has none of the virtues that might make if informative."

Clarke and Fredin (1978), controlling for education and interest in public affairs, also found that television and newspaper dependent persons differed in knowledge levels and their ability to understand political messages. They concluded that newspapers serve a unique educational role, because they found newspaper dependent individuals were much more able to give reasons for their sensatorial choices. "Messages in newspapers," they concluded, "confer information beyond what can be expected from general exposure levels." And further that "television may actually exert an inhibiting effect on knowing about politics."

Other researchers have reached similar conclusions about television and political knowledge. Becker and Fruit, controlling for "demographic and other controls," found that the television dependent of their sample were less knowledgeable about government than their newspaper dependent counterparts. They concluded that television news content was artificially balanced, focused on the insignificant and provided too little background on the stories covered.

Becker and Whitney (1980), controlling for age and education, found that knowledge levels were low in both newspaper and television groups, but that the television dependent group was the lower. They concluded that the lesser educated were dependent on television and probably had least knowledge about public affairs, and that the lesser educated's "dependency on television only serves to exacerbate the situation."

Blumler and McQuail (1969) found that people who claim dependence on broadcast media, specifically television, had less political knowledge than their print counterparts.

While all of this research has demonstrated correlational differences in information holding between television and newspaper dependent individuals,

many researchers have moved beyond the correlational relationships they have demonstrated to speak of causal relationships. It seems unlikely that television causes individuals to be less knowledgeable or to learn less in general.

This study will attempt to answer two questions: (1) How does media reliance operate under different levels of political interest; and (2) What additional support can be found for the concept of media reliance within high and low levels of political interest?

Most of the studies mentioned above used an independent variable called dependence, but, as noted by McLeod, Luetscher and McDonald (1980), there are no consistent conceptualizations of the variable. One measure often used either synonymously with or at least as a component of dependence is reliance. Miller and Reese (1980) concluded that reliance, at least in interaction with exposure, had meaning. McLeod, Luetscher and McDonald found that reliance was a multivariate phenomenon and that television and newspaper reliance were not mirror images of each other. Reliance, then, appears to be at least one part of dependence that might be expected, if prior studies are correct, to illuminate the relationship between media use and preference patterns and the holding of political knowledge.

Reliance is usually nominally defined. Miller and Reese have correctly noted that what the self-report actually taps is unclear. Any choice could be reflecting numerous and even idiosyncratic phenomena. Some television reliant individuals might, for example, choose television as their medium by default simply because they do not overtly use any medium for political information but do use television's entertainment function regularly. In the same manner claiming newspaper reliance might simply reflect a more socially acceptable answer especially for older and more educated respondents. Picking a medium may reflect a person's trust in that medium, rather than the actual amount of exposure to it or the extent of the information received from it.

Finally, the mere convenience of one medium over another may be what has been tapped with reliance questions. The individual who works evenings, for example, can watch little television during the prime time, while a person who likes to watch television during dinner may see much more public affairs programming than the person who watches more television overall.

For this study, reliance is defined as a statement of preference of a certain medium for political information. It is based upon a configuration of constraints, which, though they are somewhat generalizable, may be somewhat different for each individual.

Political Interest Effects

A person's level of interest in political activities is the third variable that will be of concern in this study. Political interest, along with age and education, has been shown by Milbrath (1965) and others to be a good predictor of exposure to political messages. O'Keefe and Mendelsohn (1978) found that, even among non-voters, those who claimed high political interest also watched more television, read more newspapers and paid closer attention to those media than their low political interest counterparts. The tendency toward higher media exposure among high interest individuals appears to hold even among subgroups--in this case non-voters. McLeod, Bybee and Durall (1979) showed that the more politically interested a person, the more likely the person was to gain political knowledge.

High interest in political activities among individuals should manifest itself in at least two ways. First, one should expect high interest persons to attend to more media in general than the low interest persons and more public afairs information specifically. Further, one would not necessarily expect these high interest individuals to concentrate their media use on one medium, but to tend to use more of all media. Second, one should expect high political interest persons to tend to hold more political information. It is

within the context of high and low political interest that this study will seek to clarify the relationship between political knowledge and media reliance.

McLeod, Luetscher and McDonald (1980) reported that persons spend more time with their reliant medium, but especially with the public affairs content of that medium. One facet of reliance, they argue, is the dominance of one medium over another. But if other studies are correct the most knowledgeable persons should tend to be those who claim high interest in political activities and those persons should not necessarily tend to use one medium heavily over another. Also, though newspaper reliant persons have been credited generally as being more knowledgeable than their television reliant counterparts, certainly there are television reliant persons who claim to be highly interested in politics. Should they not tend to hold as much knowledge as their newspaper reliant counterparts?

If persons high in political interest tend to expose themselves to the media more often and tend to have more political knowledge than low interest persons, some of the differences between persons who claim television or newspaper reliance may be being obfuscated by the mixture of high and low political interest within the standard television/newspaper reliant dichotomy.

The central argument of this study is that political interest is a plausible third variable to explain the differences in political knowledge holding between television and newspaper reliant persons. More directly it is asserted that television reliant persons are not inherently less knowledgeable than newspaper reliant persons because of their reliance on television. Further, individuals who claim similar levels of political interest will hold similar levels of political knowledge regardless of whether the individual is newspaper or television reliant.

Based on this discussion of reliance and political interest are the following hypotheses:

H1. The high political interest groups will show higher levels of political knowledge than the low political interest groups.

H2. The high political interest television reliant group will show higher levels of political knowledge than either of the low political interest media groups.

H3. There will be no significant difference in political knowledge holding between newspaper and television reliant persons under similar levels of political interest.

METHODS

Sample

The data used in this study consist of 353 hour-long personal interviews conducted in the last two weeks of October 1976. The sample represents a disproportionate systematic probability sample of voting-list addresses in the city of Madison, Wisconsin. People under 27 years old were sampled at twice their normal rate.

Analysis

Within each of the four cells of the typology, hierarchical least-squares regression was used with the demographic variables (age, education) in the in the first block, and the controls (newspaper frequency, television frequency, number of public affairs magazines read, strength of partisanship) in the second block. The media variables were in the third block (television public affairs, newspaper public affairs, television non-public affairs, newspaper non-public affairs). The regression was employed to test the differences in contribution of each of the variables to political knowledge among the four groups.

While regression analysis demonstrates the predictive ability of the independent variables, discriminant analysis will demonstrate how well combinations of the independent variables can discriminate among the four reliance/interest groups. The analysis will derive a maximum of three discriminant

functions (y-1). Canonical correlation will be used to show the relative contribution of the resulting discriminant functions. Canonical variates are selected to render the highest possible intercorrelation. Then, using only the remaining unaccounted for variance, the second highest intercorrelation is extracted. This continues until all functions have been considered.

RESULTS

Table 1 presents the standardized means for the reliance main effects and for each medium/interest group.

--Table 1 about here--

The first two rows present the main effects of reliance. The data show that newspaper reliant persons hold more political knowledge than their television reliant counterparts (.18 vs. -.05). Further that newspaper reliant persons attend relatively more of that medium and its public affairs information than they do television and its public affairs programming (.36 vs. -.25; .36 vs. -.09). Television reliant persons show a similar pattern for their medium (.40 vs. -.12; .31 vs. -.23). These main effects of reliance are consistent with much of the dependency literature.

The reliance main effects means can be compared with the reliance x interest subgroup means. While the television reliant groups still attend more television than the newspaper reliant groups (.40, .38 vs. -.24, -.26), persons in the high political interest television reliant group--HTV--attend more newspaper public affairs information (News PA) than do persons in the low political interest newspaper reliant group--LNP--(.23 vs. -.23), and much more than the persons in the low political interest television group--LTV--(-.75), but still attended News PA less than the high interest newspaper reliant group--HNP--(.55).

A somewhat different pattern holds for television public affairs viewing (TV PA) where HTV persons attended the most (.55), LNP persons attended the least (-.28) and HNP and LTV attended about the same amount (-.02, .03).

The two high interest groups, HTV and HNP, attend the newspaper more often (News Freq), read more public affairs magazines (PA Mag) and are stronger partisans politically (Part) than their low interest counterparts. All of these differences were masked by the simple newspaper-television dichotomy.

Actually the only areas where the traditional re'iance dichotomy was not affected was in television viewing (TV Freq), and non-public affairs television programming (TV Non-PA). Though clearly the LTV group attended much more TV Non-PA programming than did the HTV group (.50 vs .12).

The first hypothesis said that the high political interest groups would show higher levels of political knowledge than the low interest groups. Hypothesis two said that the high political television reliant group would show higher levels of political knowledge than either of the low political interest media groups. Finally, the third hypothesis said that there would be no difference in political knowledge between groups with similar levels of political interest. All three hypotheses are supported by Table 1. The HNP and HTV groups show higher levels of knowledge (.35, .24) than the LNP and LTV groups (-.35, -.51) confirming again that political interest is related to political knowledge holding. Secondly, the HTV group shows higher levels than either LNP or LTV groups (the difference between .24 and,-.35 and -.51 is significant at .05). Finally, he differences within interest groups (HNP vs. HTV and LNP vs. LTV) are non-significant. It would seem that some of the differences between television and newspaper reliant persons may be attributed to differing levels of political interest rather than to the "good" effects of one medium over the "bad" effects of the other.

The zero-order correlations for all the study variables are presented in Tables 2 and 2a. TV PA is a good predictor of political knowledge for both the television reliant groups but shows a slightly negative relationship for the newspaper reliant groups. News PA, on the other hand, is a good predictor for all groups except LNP. Another instance of interest predicting information holding is the relationship between public affairs magazine reading and

--Tables 2 & 2a about here--

political knowledge. For HTV and HNP the correlations (.25, .34) are higher than for LTV and LNP (.07, .04). One additional relationship of note is that TV PA and TV Non-PA are positively related for all groups except HTV. It may be that this group is more selective about the programming it chooses to watch.

Table 3 shows the incremental variance (R^2) for the variables in the regressions. Here one finds evidence that the media have a greater impact on the HTV group than on the other three groups (17.3 vs. 3.0, 6.5, 6.0). The demographic predictors conversely made a smaller contribution to HTV than to the others (7.3 vs. 19.3, 18, 35.8). It would seem a reasonable conclusion that this group is learning from the media--including television.

The HTV group is, according to the analysis thus far, more similar in mean attendance to the media with the HNP group than to the rest of the television reliant (LNP) persons. But it also seems clear that the HTV persons are not simply television preferring HNP persons. Table 3 shows that the variables contribute differently to political knowledge for the HTV and HNP groups.

--Table 3 about here--

Not only are the contributions to political knowledge for HTV somewhat different than the contributions to the other high political interest group (HNP), they are also different from the contributions to the other television group (LTV). It would seem, then, that not only are television reliant persons

not necessarily less knowledgeable than newspaper reliant persons, but also that television reliant persons actually benefit, at least those who claim high political interest, from exposure to all media--including television.

Table 4 presents data from a discriminant analysis on television and newspaper reliance. Newspaper reliant are best predicted by the reading of newspapers and their public affairs content as well as more exposure to another print source, public affairs magazines. Television reliant are best predicted by exposure to television and its public affairs content, but also by political knowledge. Perhaps this is a reflection of the knowledge questions used, candidates and their parties. Is this perhaps evidence of another potential source of campaign information--political advertisements? That speculation aside, the data clearly shows exposure to the reliant medium as the best predictor of reliance. Table 5 demonstrates the strength of prediction with more than 72 percent of the cases correctly classified.

.--Tables 4 & 5 about here--

Tables 6, 7, and 8 show the discriminant analysis for the four-fold typology of interest/reliance. The first two functions account for more than 94 percent of the variance (74.6 and 20.2 percent). Tables 6 and 7 again demonstrate qualitative differences especially between the HNP and HTV groups, but also between the television groups. The HNP group is strong on Function 1, which includes the newspaper variables, public affairs magazines, education and now political knowledge. It was lowest on Function 2, the function on which HTV was the strongest, which includes overall television viewing and attending its public affairs content. HTV was the lowest on Function 3, on which the other television group was strongest. Figure 1 provides a graphic demonstration of the analysis.

--Tables 6, 7, and 8; and Figure 1 about here--

Table 8 presents the predicted versus actual groupings. The overall percentage of cases correctly classified was 56 percent. If one considers the

random probability of predicting a particular case to one of the four groups to be .25, as compared with .50 for the two-fold reliance typology, then adding interest to reliance increases prediction (31% vs. 22%). Yet another reason for not looking at media reliance alone.

DISCUSSION

The purpose of this study was to examine the impact on political knowledge holding of media reliance when interacting with political interest. The special goal was to examine the differences between television and newspapers at various levels of political interest, in order to shed additional light on the "bad" effects of television and the "good" effects of newspapers. Clearly, this study has cast some doubt on television's bad effects on political knowledge holding and suggests additional analyses of the differences between newspaper and television reliant persons. New research may do well to note the differences in the contributions of the variables to each cell of the four-fold media/interest typology.

Apparently being television reliant does not inherently mean a person is less knowledgeable about politics when compared with newspaper reliant individuals with similar levels of political interest. In other words, a person tends to assimilate political information available in the media based on the overall interest in politics. This is especially the case for the high interest television reliant group. This group, when contrasted with the high interest newspaper reliant group, sheds some additional light on the differences between television and newspaper reliance. The HTV group is less educated and the contribution of education to political knowledge for the HTV group, in contrast with the other three sub-groups of the typology, would seem to indicate not that the HTV group is hampered by its reliance on television, but rather that these persons are able to glean from the media enough political information to keep them at least as knowledgeable in some areas as the print dominated HNP group.

Future research in this area might benefit by adding the level of attention to the media to the study variables, as well as the level of campaign interest. It may also prove worthwhile to examine trust of the political system and the levels of feelings of political efficacy under different levels of political interest and media reliance. The similarities in the level of knowledge between the HTV group and HNP group might be expected to continue in the area of trust and efficacy, but both might again show different antecedents.

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TABLE 1

Standardized Means for Subgroups of Television and Newspaper Reliance Under Conditions of High and Low Political Interest

Condition	Pol Know	News PA	News Non-PA	TV PA	TV Non-PA	News Freq	TV Freq	PA Mag	Part	Ed	Age
Newspaper Reliant N=(133)	.18	.36	-.17	-.09	-.26	.36	-.25	.13	.01	.20	.04
Television Reliant N=(135)	-.05	-.23	.06	.31	.31	-.12	.40	-.26	.01	.20	.04
t-test	1.88[c]	4.81[a]	-1.88[c]	-3.26[a]	-4.[illegible][a]	3.92[a]	-5.30[a]	3.18[a]	.00	2.12[b]	-.49
NP Reliant/ High Pol. Int. N=(100)	.35	.55	-.04	-.02	-.29	.45	-.24	.22	.10	.28	.10
TV Reliant/ High Pol. Int. N=(72)	.24	.23	.01	.55	.12	.17	.40	-.04	.28	-.01	.11
High Pol. Int. t-test	.71	2.07[b]	-.32	-3.69[a]	-2.65[a]	1.88[c]	-4.14[a]	1.68[c]	-1.17	4.40[a]	-1.29
NP Reliant/ Low Pol. Int. N= (33)	-.35	-.23	.04	-.28	-.15	.04	-.26	-.13	-.27	-.06	-.16
TV Reliant/ Low Pol. Int. N=(63)	-.51	-.75	.10	.03	.50	-.45	.38	-.51	-.38	-.33	.01
Low Pol. Int. t-test	.75	2.42[b]	-.28	-1.44	-3.03[a]	2.28[b]	-2.98[a]	1.77[c]	0.51	1.26	-.79

a $p<.01$ b $p<.05$ c $p<.10$

TABLE 2

Zero-Order Correlation Matrix High
Political Interest, Newspaper and Television Reliant Groups

TV Reliant	Pol Know	News PA	News NPA	TV PA	TV NPA	News Freq	TV Freq	PA Mag	NP Reliant Part	NP Reliant ED	NP Reliant Age
Political Knowledge		.31	.08	-.07	-.16	.07	-.06	.34	.26	.43	.07
Newspaper Public Affairs	.44		-.22	.23	-.22	.03	.08	.22	.14	.27	.22
Newspaper Non-Public Affairs	-.14	.21		.26	.49	.04	.38	.04	-.07	-.15	.44
Television Public Affairs	.24	.52	.05		.41	-.09	.47	.00	.07	-.14	.32
Television Non-Public Affairs	-.37	-.29	.21	-.14		.03	.53	-.09	-.09	-.41	.15
Newspaper Frequency	.07	.20	.17	.16	.13		-.06	-.06	.10	-.07	-.14
Television Frequency	-.06	-.02	.01	.18	.45	.09		-.19	.05	-.35	.45
Public Affairs Magazines Read	.25	.07	-.21	.00	-.21	-.06	-.15		.06	.25	.08
Partisanship Strength	.16	.18	-.15	-.05	-.11	.02	.07	.13		.16	.02
Education	.28	.07	-.29	.05	-.52	.00	-.38	.35	-.06		.04
Age	-.03	.34	.21	.28	.09	.14	.42	-.25	.02	-.36	

Note: Newspaper Reliant (N=100) Significance levels are .13 or higher at the .1 level, .16 or higher at the .05 level and .23 or higher at .01 level.

Television Reliant (N=72) Significance levels are .15 or higher at the .1 level, .20 or higher at the .05 level and .28 or higher at the .01 level.

TABLE [illegible]

Zero-Order Correlation Matrix Low Political Interest, Newspaper and Television Reliant Groups

TV Reliant	Pol Know	News PA	News NPA	TV PA	TV NPA	News Freq	TV Freq	PA Mag	NP Reliant Part	ED	Age
Political Knowledge		-.02	-.04	-.05	-.20	.17	-.01	.04	.23	.45	.25
Newspaper Public Affairs	.48		.20	.37	-.23	.02	-.06	-.24	.02	.07	.46
Newspaper Non-Public Affairs	.20	.04		.14	.40	.34	.29	.08	-.08	-.37	.13
Television Public Affairs	.31	.44	.01		.32	.25	.09	.12	-.05	-.06	.40
Television Non-Public Affairs	-.03	.13	.25	.15		.29	.54	.07	.01	-.48	.14
Newspaper Frequency	.36	.24	.30	.36	.16		.29	.19	-.02	-.06	.24
Television Frequency	-.12	-.23	-.12	.03	.51	-.04		.05	-.10	-.29	.21
Public Affairs Magazines Read	.07	.07	.02	.24	-.16	.30	-.21		.03	-.16	.27
Partisanship Strength	.16	.38	.13	.18	-.04	.19	-.13	-.05		-.00	.15
Education	.47	.32	.09	.30	-.19	.16	-.18	.37	.02		.22
Age	.25	.28	-.15	.44	.00	.29	.12	-.06	.33	-.18	

Note: Newspaper Reliant (N=33) Significance levels are .22 or higher at the .1 level, .28 or higher at the .05 level and .38 or higher at the .01 level.

Television Reliant (N=63) Significance levels are .15 or higher at the .1 level, .20 or higher at the .05 level and .28 or higher at the .01 level.

TABLE 3

Proportion of variance in the dependent variable, political knowledge, accounted for by demographic and communication variables within the four media and political interest conditions.

	High Political Interest			Low Political Interest			F within Medium	
	News Rel.	TV Rel.	diff. F=	News Rel.	TV Rel.	diff. F=	NP	TV
Demographic (2)	19.3%	7.3%	12.83 a	18.0%	35.8%	18.10 a	1.32	28.05 a
Communication Variables Control Total	(12.9)	(4.5)	3.94 b	(10.0)	(7.8)	0.56	1.13	1.05
Partisan Strength	5.5	1.7	6.60 b	5.1	0.1	4.85 b	0.56	1.92
TV Freq	0.2	0.2	0.00	1.5	0.5	0.92	1.64	0.35
NP Freq	1.2	0.2	1.63	1.6	3.4	1.67	0.50	3.78 c
PA Mag	6.1	2.4	6.27 b	2.1	3.8	1.55	5.23 b	1.67
Main Effects Total	(3.0)	(17.3)	6.77 b	(6.5)	(6.0)	0.11	1.08	4.13 b
TV PA	0.5	3.5	4.97 b	2.8	0.0	2.42	2.81 c	4.28 b
TV NPA	0.1	2.8	4.31 b	0.9	0.2	0.58	0.94	3.11 c
NP PA	1.5	10.7	16.03 a	1.2	1.4	2.71	0.35	8.46 a
NP NPA	0.8	0.4	0.61	1.7	1.4	0.24	1.03	1.14
Communication Variance	15.9	21.8		16.5	13.8			
Total Variance	35.2	29.1		34.5	49.6			
N=	(100)	(72)		(33)	(63)			

a $p < .01$
b $p < .05$
c $p < .1$

TABLE 4

Rotated Correlations Between Canonical Discriminant Functions and Discriminating Variables

	Function	
Newspaper Public Affairs Content	.60	Newspaper Reliance
Frequency of Newspaper Reading	.39	(.607)
Public Affairs Magazine Reading	.24	
Age	.12	
Political Interest	.11	
Education	.00	
Newspaper Non-Public Affairs Content	-.00	
Television Non-Public Affairs Content	-.09	
Political Knowledge	-.22	Television Reliance
Frequency of Television Viewing	-.34	(-.598)
Television Public Affairs Content	-.62	
Canonical Correlation	.52 (p<.001)	
Eigenvalue	.37	
Between Group F	8.52 (.001)	

TABLE 5

Predicted Reliance Groups
Based on Discriminant Analysis

Predicted Group		1	2	N
Actual Group	1	92 69.2%	41 30.8%	133
	2	33 24.4%	102 75.6%	135

Percent of correctly classified groups based on analysis 72.4%

Newspaper Reliance = 1
Television Reliance = 2

TAPLE 6

Rotated Correlations Between Canonical
Discriminant Functions and Discriminating Variables

	Function 1	Function 2	Function 3
Newspaper Public Affairs Content	.83	.14	.08
Political Knowledge	.56	.22	.34
Frequency of Newspaper Reading	.48	.01	-.21
Public Affairs Magazine Reading	.37	-.04	-.01
Education	.31	-.12	.13
Newspaper Non-Public Affairs Content	-.07	.01	-.00
Television Public Affairs Content	.11	.77	.04
Frequency of Television Viewing	-.15	.56	.34
Television Non-Public Affairs Content	-.27	.20	.55
Age	.14	.05	.41
Percentage of Variance	74.57%	20.18	5.25
Canonical Correlation	.62 (p .001)	.37 (p .001)	.12 (p .87)
Eigenvalue	.64	.16	.02

(Enclosed values indicate highest correlations in each row)

TABLE 7

Canonical Discriminant Function Centroids of the Four Groups

	Function 1	Function 2	Function 3
High Political Interest			
Newspaper Reliant (4)	.78	-.30	-.12
Television Reliant (3)	.14	.61	.04
Low Political Interest			
Newspaper Reliant (2)	-.32	-.49	-.33
Television Reliant (1)	-1.23	.04	.32

Figure 1. Political Interest/Media Reliant Group Means on the Three Dimensions

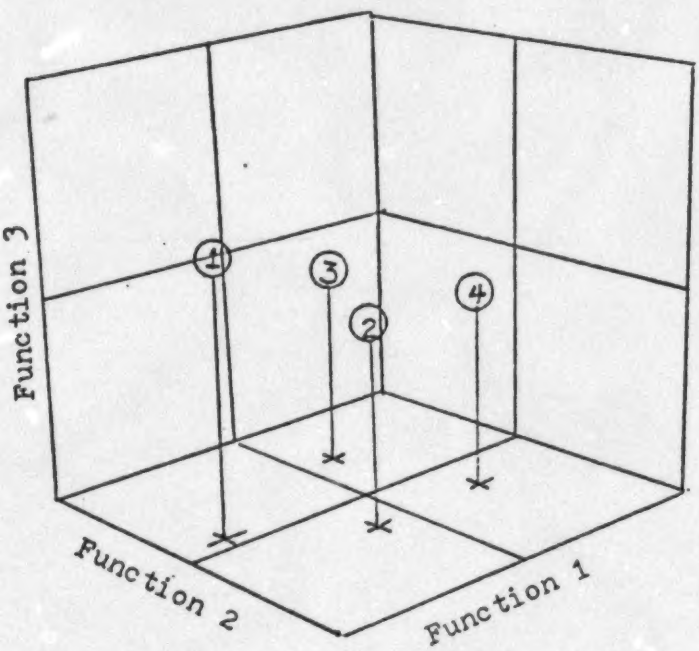

TABLE 8

Predicted Media/Political Interest Groups Based on Discriminant Analysis

Predicted Group		1	2	3	4	N
Actual Group	1	38 (60.3%)	13 (20.6)	11 (17.5)	1 (1.6)	63
	2	4 (12.1)	18 (54.5)	6 (18.2)	5 (15.2)	33
	3	12 (16.7)	10 (13.9)	39 (54.2)	11 (15.3)	72
	4	7 (7.0)	15 (15.0)	23 (23.0)	55 (55.0)	100

Percent of correctly classified groups based on analysis 56.0%

Television Reliant/Low Political Interest = 1
Newspaper Reliant/ Low Political Interest = 2
Television Reliant/High Political Interest= 3
Newspaper Reliant/High Political Interest = 4

APPENDIX A

Measures

Reliance was determined by having respondents rank six possible sources of political information (newspapers, television, pamphlets and brochures, family and friends, radio, magazines). They were asked what is the "source you use most for information on political matters?" If they ranked newspapers as number one, they were considered newspaper reliant; if they ranked television as number one, they were television reliant. If they ranked any other source number one (n=83) they were not considered further in the analysis.

Newspaper frequency was measured by asking "How often do read a newspaper? Everyday or about every day, a few days a week, less than a few days, or never."

Television exposure was the number of hours of television watched on the average weeknight after 5 p.m.

Public affairs and non-public affairs content was based on "How often do you read or watch the following types of stories or programs, frequently, sometimes, rarely, or never?" For newspapers, the public affairs stories were: stories about local and state government and politics, stories about national government and politics, stories about international affairs, and editorials. Non-public affairs included: stories about ordinary people who do interesting things, stories about crime and accidents, sports, and advertisements. The standard scores for each measure were added to form Newspaper Public Affairs (NPPA) and Newspaper Non-Public Affairs (NPNPA).

For television public affairs stories were (TV PA): national news broadcasts, local news broadcasts, and news specials and documentaries. Non-public affairs programs included: movies, crime and adventure shows, situation comedies, and music and variety shows.

NPPA Alpha .692 Average Item Intercorrelation .487
NPNPA Alpha .274 Average Item Intercorrelation .155
TVPA Alpha .653 Average Item Intercorrelation .463
TVNPA Alpha .685 Average Item Intercorrelation .468

Political knowledge was based on the identification of candidates for vice-president, U.S. Senate, U.S. House of Representatives, and local district attorney. Respondents were asked, "I was wondering if you could tell me the names of the vice-presidential candidates for the Republican and Democratic parties?" To be scored as correct the respondent must correctly identify the candidate and his party.

To attempt to control other places persons might obtain knowledge, the number of public affairs magazines read regularly served as a control. News magazines such as Newsweek or Time and opinion magazines such as Harpers or Nation were included in the public affairs magazine index.

Because strong party and candidate partisans pick up more political stimuli than those with weak preferences (Milbrath) partisanship was controlled. Respondents were asked "In general, do you consider yourself a Democrat, a Republican, or what?" If they answered that they were either a Democrat or Republican, they were asked: "Would you say you're a STRONG Democrat (Republican) or just a Democrat?" If they

said they were an Independent or Other they were asked: "Do you feel closer to the Republican or the Democratic party?" To make the partisanship scale the people who said they were strong were combined as were the just a... and the Independent or Others who said they felt closer to one party or another. The Independent or Others who said they did not feel closer to either party comprised thefourth group.

Other controls were age and number of years of education.